

Scene Around Town

YPI and PFLAG Collaborate on Visibility Campaign

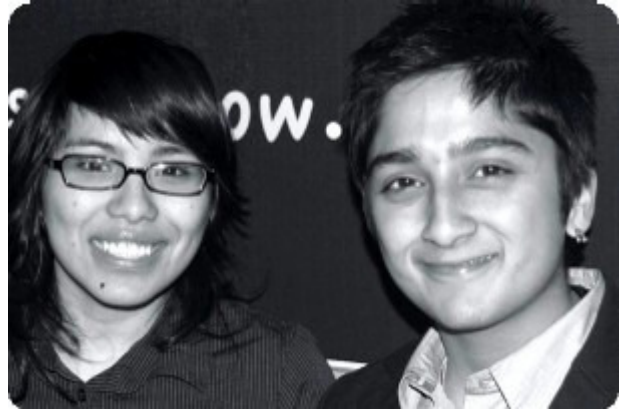


Photo Courtesy of RIPTA

Life is hard enough. Being gay shouldn't be. That is the message that will be sent to Rhode Islanders throughout the state by Youth Pride, Inc. (YPI) and Parents, Families and Friends of Lesbians and Gays (PFLAG) South/Central. Thanks to a grant from the Rhode Island Foundation's Equity Action from Advertising Ventures, Direct Marketing and Embolden Design, YPI and PFLAG have designed and placed signage on 30 Rhode Island Public Transit Authority (RIPTA) busses.

The ads invite onlookers to visit www.bevisiblenow.com, a "landing page" that redirects them to the YPI and PFLAG Web sites, where they can obtain information, support and services. The campaign also brings a message about what it means to be a queer

youth. Says YPI staffer Laura Huaranga, it gives gay youth a way to get information without having to risk outing themselves by picking up a brochure or asking for information at the library. Arthi Sundaresh, YPI's Youth Advocate, points out that the campaign "normalizes the community. Now [LGBTQQ] youth can ride a RIPTA bus or see one go by and realize they do not have to be invisible." ▼



YPI staffers Laura Huaranga and Arthi Sundaresh beam at press conference